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METHODS FOR ASSESSING THE ENTERPRISE'S COMPETITIVENESS

The enterprise's competitiveness characterizes its ability to adapt to dynamic market conditions, to occupy a leading position and maintain it in the long run. The purpose of the enterprise's competitiveness management is to ensure the conditions of its successful functioning in a competitive environment and to create competitive advantages. The main measures aimed at improving the competitiveness of the company are: improving its technical, economic and quality indicators, their orientation on the consumers' requirements; identifying and ensuring advantages of its products compared to competitors' ones/substitutes; analysis of analogues produced by competitors; identifying possible product modifications; finding and using new priority areas of products' use; product differentiation; increasing impact on consumers (promotion). Among the methods of strategic analysis are PESTEL analysis (Political, Economic, Socio-cultural, Technological, Environmental, Legal), the main aim of which is to minimize the impact of negative factors. Graphical, matrix, calculations and combined (calculation-matrix, calculation-graphic) methods are used for assessing the enterprise's competitiveness [1]. The graphical method is based on the construction of the so-called "spider graph (or radar chart) of competitiveness" [2]. Matrix methods are based on the use of a matrix tables arranged in rows and columns of elements [3]. Among them BCG (Boston Consulting Group) matrix, Market Attractiveness/Competitiveness matrix (GE/McKinsey model), Industry Attractiveness/Competitiveness matrix (Shell/DPM model), Market Stage/Competitive Position (Hofer/Schendel model) matrix, Product Life-Cycle Stage/Competitive Position (ADL/LC model) matrix etc. should be named [4]. The tabular method of assessing the level of the enterprise's competitiveness is actually a variation of the matrix [5]. Calculations methods of assessing the competitiveness of an enterprise are very numerous. They are divided into [6]: specific methods (assess the enterprise's competitiveness in certain aspects of its activity – production, innovation, marketing, financial, etc.); comprehensive methods. One of the problems of ensuring the enterprise's competitiveness management is that nowadays there is no single definition of the concept of "competitiveness" or a single methodology for assessing the enterprise's competitiveness. These facts result in the situation that each company assesses its competitive position by different methodologies using different parameters. So it is impossible to distinguish strict and clear rules to be unique to all, and according to which the issue of competitiveness could be solved.

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