

TRADE ENTERPRISE COMPETITIVENESS ON THE FOREIGN MARKET

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Strengthening of competition in most industries of economy of Ukraine, acceleration of political and social changes stipulates the necessity of providing of proof market positions enterprises. A competitiveness of firm is possibility effectively to dispose of own and loan resources in the conditions of competition market. A production and realization of competitive commodities are an obligatory condition of competitiveness of firm. Actuality of theme is that nowadays, when Ukraine is characterized by unstable political position, imperfect legislative base, tax system and many other negative factors, one of major terms for maintenance positions on foreign markets is knowledge of theoretical principles of competitiveness at the market, that allows to assess the situation of the enterprise, take measures for the increasing competitiveness in any industry. With the development of the market mechanism, this problem in Ukraine became more acute, and its solution requires all market players to actively seek ways and methods to increase the competitiveness of trade enterprise.

In the conditions of the formation of a market economy Ukrainian enterprises, in order to increase their competitiveness, increase opportunities for entering new markets and consolidation into already existing markets, as well as for successful confrontation with competing enterprises, it is necessary to reorient to marketing and to seek systematic and purposeful assessment of the competitiveness of the company with a focus on meeting the needs of potential consumers.

The current state of the market is characterized by constant changes in the external environment, the variability of consumer demand, the presence of a large number of enterprises of different forms of ownership, increasing uncertainty

and risk. Therefore, in order to survive, enterprises need to monitor and respond to all changes occurring in its competitive environment in order to maintain their position in the market and provide competitive advantages. However, the experience of recent years shows that not all domestic enterprises are ready for competitive struggle. Even the possession of competitive products does not allow many of them to implement effectively this advantage because of the lack of practice of using the entire marketing mix: a flexible assortment and pricing policy, an adequate organization of distribution channels, effective methods of stimulating sales, etc.

In current conditions modern enterprises has sharply increased the importance of strategic behavior, which allows enterprises to survive in the competitive struggle in the long run. One of the main problems on which the profitability of enterprises depends, is to raise the level of competitiveness of goods (services) of enterprises and enterprises in general, that is, the competitiveness of business. This indicator is a prerequisite for successful competition of enterprises in the market [1, p.65].

The concept of competitiveness is interpreted and analyzed depending on the economic object under consideration.

Competitiveness is one of the basic concepts that is actively used in the theory and practice of economic analysis, stands for a multi-faceted concept, which in Latin translates means rivalry, struggle for the best results. For its characteristics, the concept of comparative costs (D. Ricardo), comparative advantages (E. Heckscher, B. Olin), comparison of competitive advantages, factors of management and productivity of resource use (M. Porter), the competitive status of the firm (I. Ansoff) are used [2, p.145].

Competitive advantages determine the strategic position of enterprises in the market, which allows them to overcome the forces of competition and attract consumers. Consequently, strategic management of competitiveness can be defined as management of competitive advantage.

Summarizing the foregoing, competitiveness can be defined as the ability of some enterprises to productively occupy a market niche and effectively hold its positions. Competitiveness characterizes the degree of conformity of a separate enterprises to certain market needs: supply (product / service) – demand; marketing measures and methods – opportunities to provide competitive advantages; enterprise – security and development prospects in a competitive market; country – an economic and social model of nation-wide development; globalization – internationalization of international markets.

References:

1. Heyne, P.T. Microeconomics: economic way of thinking. 5th Edition edition. Highlighting, 1998. 362 p.
2. Krugman, P.; Obstfeld, M. International Economy: Theory and Policy. 8 edition. Prentice Hall, 2008. 712 p.

ТРАНСФОРМАЦІЯ ЗАЛУЧЕННЯ ІНВЕСТИЦІЙ В СВІТІ ЯК ВИКЛИК ДЛЯ УКРАЇНИ

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Сучасні фінансово-інвестиційні ринки є раціональними, прозорими, швидкодіючими і ефективними, а тому Україна має прагматично з певною стратегією розвивати власний ринок капіталів, що в довгостроковій перспективі посилить її торговельно-економічний потенціал в світі і сформує позитивний інвестиційний клімат.

Згідно з досліджень ОБСЄ, стан інвестиційного клімату можна визначити, використовуючи 3 змінних:

- макроекономічні умови, зокрема, фінансово-бюджетна, кредитно-грошова і торгова політика;
- якість управління і наявність інститутів;
- ступінь розвиненості інфраструктури.