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Strategies of the Company Competitiveness Level Increase

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Competition is the main regulatory force of the market relations, a form of economic struggle for the maximum realization of the personal interests of sellers and buyers. The concept of competitiveness is closely related to the concept of competition, which is defined as the ability of products, goods and services to meet market requirements, that is, it is a set of quality and cost indicators of manufactured products that meet the specific needs of the buyer [1].

Factors affecting the level of competitiveness directly follow from the methods of competition. Accordingly, these methods of competition are divided into price and non-price, each of which in turn is characterized by certain specific factors. Thus, price competitiveness is characterized by the purchase price and the price of operation, while non-price competitiveness is marked by external and internal factors, the type of goods produced, the capacity and uniformity of the market, the competitiveness of the industry and the possibilities of technical innovations.

When entering the market, the manufacturer must first investigate the impact of competitive forces on the level of competitiveness or predict their possible impact. Competitive forces of the market are elements of the market environment that affect the strength of competition in the market and its nature. In theory and in practice, intra-industry competitors, suppliers, buyers, manufacturers of substitute goods, and new competitors are considered among the competitive forces.

Thus, competitive forces are the best instrument of market regulation.

The level of competitiveness directly depends on the formation by the manufacturer of the competitive advantages of its product. Competitive advantage is an economic category, which means that a product has unique characteristics that favorably distinguish it from other similar products on the market. In order to create favorable conditions in the market and to positively influence all these competitive forces and form competitive advantages, it is very important to study in detail and accurately evaluate alternative basic exit strategies and behavior in the markets.

The choice of a market strategy of enterprises is based mainly on such directions as entering an existing market with an existing product; an existing market, but with a new product; a new market, but with an existing product; a new market with a new product. At the same time, the choice of strategy depends on the resources of the enterprise and its willingness to take risks. If an enterprise has significant resources, but does not want to experience risk, it can use a product development strategy. If there are not enough resources, it is advisable to choose a market development strategy [1].

The determination of ways to increase the level of competitiveness of a product directly depends on its correct and timely assessment. The assessment of the ability of a product to compete is made by comparing the parameters of the analyzed products with the parameters of the comparison base. The assessment is made by comparing the product with the parameters of the comparison base and according to various groups of technical, economic and other parameters. The following methods are used [1].

A differential method based on the use of such parameters of the analyzed products on the basis of comparison

as: determining the need for products, regulatory technical and economic parameters according to the selected sample of the i -th technical parameter, a group indicator for the i -th technical parameter. However, the differential method only allows us to state the fact of the competitiveness of the analyzed products or the presence of disadvantages in comparison with the analog product.

The complex method reflects the difference between the compared products in the consumer effect per unit of the buyer's costs for the purchase and consumption of the product.

The mixed evaluation method is a combination of differential and complex methods and employs parameters calculated by the two previous methods.

Assessment of competitiveness is also possible by building a competitiveness radar – a graphical method of constructing a competitiveness map. On the outer circle of the competitiveness polygon, the normative indicators are marked, on the radial rays, the inner points represent the given values of the competitiveness indicators of the goods. The use of the competitiveness polygon allows commodity producers to establish both their own advantages and disadvantages, and those of their competitors. At the same time, you can use a polygon, the feature of which is the use of evaluation indicators of equal weight, and therefore, the division of the circle is carried out by radial evaluation scales for equal sectors [2].

References:

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